

REMARKS

Claims 1, 2, 4-15, 17-22, and 35-49 are pending. Claims 1, 12, and 22 are amended, claims 3, 16, and 23-34 have been canceled, and new claims 38-49 have been added to recite additional features of the invention.

Reconsideration of the application is respectfully requested for the following reasons.

In the Office Action, claims 1, 2, 5-15, 17-22, and 35-37 were rejected under 35 USC § 102(e) for being anticipated by the Johnson patent. This rejection is respectfully traversed for the following reasons.

Claim 1 recites broadly embodiments of the invention disclosed in the specification. In particular, claim 1 recites the following features:

(1) “a data transmission server . . . that . . . automatically radio-transmits a first type of information including the information on the entities to the customer’s mobile terminal when the customer enters into the predetermined area;”

(2) “a sudden information data transmission device . . . that radio-transmits a second type of information including sudden event information to the customer’s mobile terminal when a sudden event is generated by one of the entities while the customer remains within a range where reception by the mobile terminal is possible;” and

(3) that “the first type of information is transmitted at different times and through different wireless transmission links than the second type of information.”

(Emphasis added). The Johnson patent does not disclose these features.

The Johnson patent discloses a system for transmitting information to a customer's wireless terminal when the terminal moves into proximity to a store. When implemented for outdoor use, the system determines that the customer terminal is near the store using triangulation performed by three base stations. When implemented for indoor use, the system determines that the customer terminal is near or within a store location using triangulation performed by two or three local antennas.

In operation, store-related information (e.g., discount, promotional, or price data) is transmitted to the customer terminal while the terminal is in the vicinity of the store. However, unlike claim 1, the Johnson patent does not disclose transmitting different types of information to the customer terminal (including entity information and sudden information) at different times and through different wireless transmission links using different servers as recited in features (1) - (3) enumerated above. (See, for example, Figure 1 and corresponding portions of Applicants' specification which disclose that sudden information servers 140 and data transmission server 130 transmits sudden information and entity information, respectively, over different wireless links).

This differences are apparent from the portions of the Johnson patent cited by the Examiner. For example, at column 8, the Johnson patent discloses transmitting deliverable content to a customer terminal when the terminal moves into the vicinity of a Starbucks. This content information includes a price discount on coffee or a map showing the location of the store. However, Johnson does not disclose transmitting different types of information to the

customer terminal at different times and through different wireless transmission links using different servers as recited in claim 1. On the contrary, Johnson expressly discloses that the deliverable content relating to Starbucks is transmitted to a customer's terminal from a same base station all over a single link. (See column 8, lines 29-65).

At columns 11 and 12, the Johnson patent discloses transmitting product information to a customer terminal as the customer moves through the aisles of a store. However, Johnson does not disclose transmitting different types of information to the customer terminal at different times and through different wireless transmission links as recited in claim 1.

Because the Johnson patent does not disclose all the features of claim 1, it is respectfully submitted that the Johnson patent does not anticipate claim 1. Applicant further submits that these differences are sufficient to render claim 1 and its dependent claims non-obvious and thus patentable over Johnson.

Claim 12 recites that "the sudden event information is transmitted at different times and through different wireless links than the general information." (Emphasis added). The Johnson patent does not disclose the features and therefore does not anticipate claim 12. Applicant further submits that these differences are sufficient to render claim 12 and its dependent claims non-obvious and thus patentable over Johnson.

Claim 22 recites that "the sudden event information is transmitted over different wireless links than planned event or basic information transmitted to the customer's mobile terminal."

(Emphasis added). These features are not disclosed by the Johnson patent. Accordingly, it is submitted that claim 22 and its dependent claims are allowable.

Claim 4 was rejected under 35 USC § 103(a) for being obvious in view of a Johnson-Hoffberg combination. This rejection is traversed on grounds that the Hoffberg patent does not teach or suggest the features of base claim 1 missing from the Johnson patent.

Claims 24, 26-28, 30, 31, 33, and 34 were rejected under 35 USC § 103(a) for being obvious in view of a Johnson-Rachabathuni combination. These claims have been canceled, thereby rendering the rejection moot.

New claims 38-49 have been added to the application.

Claim 38 recites that “the predetermined area is a building and the entities are different stores within the building.” The Johnson patent does not teach or suggest these features. Johnson discloses transmitting store-related information to a customer terminal located outside (Fig. 2) or while the terminal is within the aisles of a store (Fig. 5A). However, Johnson does not disclose transmitting information from different stores within a building (e.g., the stores within a mall) while the customer walks within the building (mall) as recited in claim 38. These features are also not taught or suggested by the other references of record.

Claim 39 recites that “the sudden information data transmission device is located at one of a plurality of shops in a building and the data transmission server is located at a location entrance into the building.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 40 recites that “the database server receives a selection signal from a store manager indicating a type of said stored information.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 41 recites that “the stored information is basic information or event information of the store.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 42 recites that “the first and second types of information are transmitted through different wireless links which conform to a same short-range communication protocol.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 43 recites that “the mobile terminal includes a wireless communications port for receiving the first and second types of information through the different links and an antenna for receiving calls from a mobile communication network.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 44 recites that “the short-range communication protocol is a Bluetooth protocol or an infrared (IR) protocol.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 45 recites that “the operation server confirms a location of the customer’s mobile terminal through manipulation of the data transmission server by the customer.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 46 recites that “the operation server confirms a location of the customer’s mobile terminal based on a signal transmitted in response to manipulation of the mobile terminal by the customer.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 47 recites that “the data transmission server automatically radio-transmits the first type of information in response to a customer request for the first type of information.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 48 recites that “the customer request is made based on the customer’s manipulation of the mobile terminal or the data transmission server.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claim 49 recites that “said request is generated based on customer manipulation of the mobile terminal of the customer or a data transmission server in the building.” These features are not taught or suggested by the cited references, whether taken alone or in combination.

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To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,
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